



Social Representations and Public Policy: Influence of the Distance from the Object on Representational Valence

Submitted by Sandrine Gaymard on Tue, 11/17/2015 - 16:10

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| Titre | Social Representations and Public Policy: Influence of the Distance from the Object on Representational Valence |
| Type de publication | Article de revue |
| Auteur | Bordarie, Jimmy [1], Gaymard, Sandrine [2] |
| Editeur | Scientific Research Publishing Inc. |
| Type | Article scientifique dans une revue à comité de lecture |
| Année | 2015 |
| Langue | Anglais |
| Date | septembre |
| Numéro | 9 |
| Pagination | 300-305 |
| Volume | 3 |
| Titre de la revue | Open Journal of Social Sciences |
| ISSN | 2327-5952 |
| Mots-clés | public policy [3] |
| Résumé en anglais | <p>Theory: Our research is based on the social representations theory (Moscovici, 1961) [1] as an interpretation grid to understand reality. These representations constitute a way to defend social positions towards a social object. We are interested in the concept of distance from the object (Abric, 2001) [2] to study individuals' feelings towards a social object. People can feel concerned and close to it, or not concerned and distant from it. We assume this link impacts the representational elements' valence. By applying it to the urban mobility public policy of 30kph, we inscribe it into an applied approach with the aim of helping urban planners, politicians and associations to understand social acceptability of this measure.</p> <p>Method: 129 young French drivers (mean age: 22.4; SD: 3.8; 78% are women and 22% are men) replied to a questionnaire to determine the individuals' distance from the object and the social representation of 30kph.</p> <p>Results: A T test highlights the significant influence of the distance from the object on the representational elements' valence. Depending on individuals' feelings, social representation is focused upon prosocial or negative aspects. Gender seems to have a minor impact, whereas the regular mode of transport seems to influence the representation.</p> <p>Applications: Our results clearly give information to build efficient awareness campaigns (Bordarie & Gaymard, 2015) [3]. They can also provide indications for urban planners to implement 30kph zones, highlighting the flexibility of practices (Bordarie & Gaymard, 2015) [4].</p> |
| URL de la notice | http://okina.univ-angers.fr/publications/ua14227 [4] |
| DOI | 10.4236/jss.2015.39038 [5] |

Liens

- [1] <http://okina.univ-angers.fr/jimmy.bordarie/publications>
- [2] <http://okina.univ-angers.fr/sandrine.gaymard/publications>
- [3] [http://okina.univ-angers.fr/publications?f\[keyword\]=20030](http://okina.univ-angers.fr/publications?f[keyword]=20030)
- [4] <http://okina.univ-angers.fr/publications/ua14227>
- [5] <http://dx.doi.org/10.4236/jss.2015.39038>

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